GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:1917
ANSWERED ON:29.11.2007
INDIA AT SIXTY EVENT IN UNITED STATES
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Will the Minister of TOURISM be pleased to state:

(a) whether the India at 60 that went on for 4 days in the United States was a successful event;

(b) if so, the details in this regard;

(c) whether the revenues from tourism is likely to be increased to over Rs.50,000 crores in the next three years; and

(d) if so, the details thereof?

Answer

THE MINISTER OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a) & (b): Incredibleindia@60 was a four day event in New York to celebrate 60 years of India's independence. The various programmes organized during "India@60" included cultural performances of folk and classical dances, music bands, fashion shows, display and demonstration of handicrafts & handlooms, sampling and display of Indian cuisine, tea, coffee and spices, photographic exhibitions, a sand sculpture of the Taj Mahal, seminars and panel discussions. The event received overwhelming response from both NRIs and Americans.

(c) & (d): No such estimates are available in the Ministry.